LEO BURNETT U.S.A.
Ad No. 4535—SWAZE LIGHT UP—LG—Req. No. 61404—4/C Page—9⅞ x 12 in.—Rolling Stone, Sporting News, 1978 (A)
Printed in U.S.A.

Come to where the flavor is.
Marlboro
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Warning: The Surgeon General Has Determined
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Kings: 17 mg "tar," 1.0 mg nicotine—100's: 18 mg "tar," 1.1 mg nicotine av. per cigarette, FTC Report May '78

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